

CITY PLANNING COMMISSION

927 10TH STREET, SUITE 300 - SACRAMENTO, CALIFORNIA 95814

APPLICANT	Ellis and Ellis Signs - 2401 Manning Street, Sacramento, CA 95815				
OWNER	Citation Homes (by Security Title Insurance) - 2777 Alvarado St., San Leandro, CA 94577				
PLANS BY	Ellis and Ellis Signs - 2401 Manning Street, Sacramento, CA 95815				
FILING DATE	3-7-85	50 DAY CPC ACTION DATE		REPORT BY:	DH:sg
NEGATIVE DEC.	Cat Ex. 15303e	EIR		ASSESSOR'S PCL. NO.	225-765-03

APPLICATION: Special Permit to allow one existing temporary 5' x 10' off-site subdivision marketing sign

LOCATION: 2939 Azevedo Drive

PROPOSAL: The applicant is requesting the necessary entitlement to allow placement of a temporary 5' x 10' off-site subdivision marketing sign. The sign has been erected without a special permit.

PROJECT INFORMATION:

1974 General Plan Designation: Residential
1978 South Natomas Community
Plan Designation: Residential; 4-21 du/ac average, 7 du/ac average
Existing Zoning of Site: R-1
Existing Land Use of Site: Vacant

Surrounding Land Use and Zoning:

North: Vacant; R-1
South: Vacant; R-1
East: Model home complex, Heritage Landing; R-1
West: Single family residences; R-1

Property Dimensions: 60' x 100'
Property Area: 6,000 square feet
Significant Features of Site: Vacant
Topography: Flat
Street Improvements: Existing
Utilities: Existing
Exterior Sign Colors: White, brown
Exterior Sign Materials: Plywood
Sign Dimensions: 5' x 10'
Height Above Ground: Approximately 10 feet

PROJECT BACKGROUND:

- A. On May 24, 1984, the Planning Commission approved a special permit for a three home model home complex for Citation Homes called "Heritage Landing". The special permit expires May 24, 1985. The City has not received a letter requesting an extension of time as of this report. The on-site sign approved for the model home complex is attached to the wall of the corner model home.
- B. The approved dimensions of the on-site subdivision sign do not exceed 40 square feet or eight feet in height.
- C. Removal of metal flag poles was a condition of the special permit which has been complied with.

PROJECT EVALUATION:

- A. The subject site is a vacant 6,000 square foot lot due west of the Heritage Landing model home complex located along Azevedo Drive in the Residential Single Family (R-1) zone. The subject site is designated for residential use on both the 1974 General Plan and 1978 South Natomas Community Plan. Adjacent land uses include single family residences and vacant lots with a model home complex due east of the proposed sign location.
- B. The applicant proposes to locate one, double-faced 5' x 10' (50 square feet), 10 foot high non-illuminated, temporary subdivision directional sign to assist in the marketing of the Heritage Landing Subdivision. The sign has been constructed and presently a zoning violation case is in process. The applicant is attempting to correct the problem by securing a special permit for the sign.
- C. The subject sign is located behind the required 25 foot setback from the public right-of-way. The City Traffic Engineer and City Engineer have reviewed the application and had no comments.
- D. Concurrently with this application, Citation Homes is seeking approval of three off-site subdivision directional signs for the Pebblewood Subdivision which are located along Azevedo Drive, one immediately south of the Heritage Landing model home complex. Citation Homes are advertised on several regional subdivision marketing signs in the South Natomas area.
- E. Due to the location of the model home complex on Azevedo Drive and existing adequate on-site signage, and regional subdivision marketing signage, staff recommends denial of the proposed special permit. This recommendation is based upon recent direction given by the Planning Commission to reduce unnecessary or redundant off-site subdivision directional and marketing signs in areas where a preponderance of signs currently exist. South Natomas is one of the areas identified as being saturated with off-site subdivision marketing signs. Furthermore, the signage on the existing model home complex is adequate for identification.

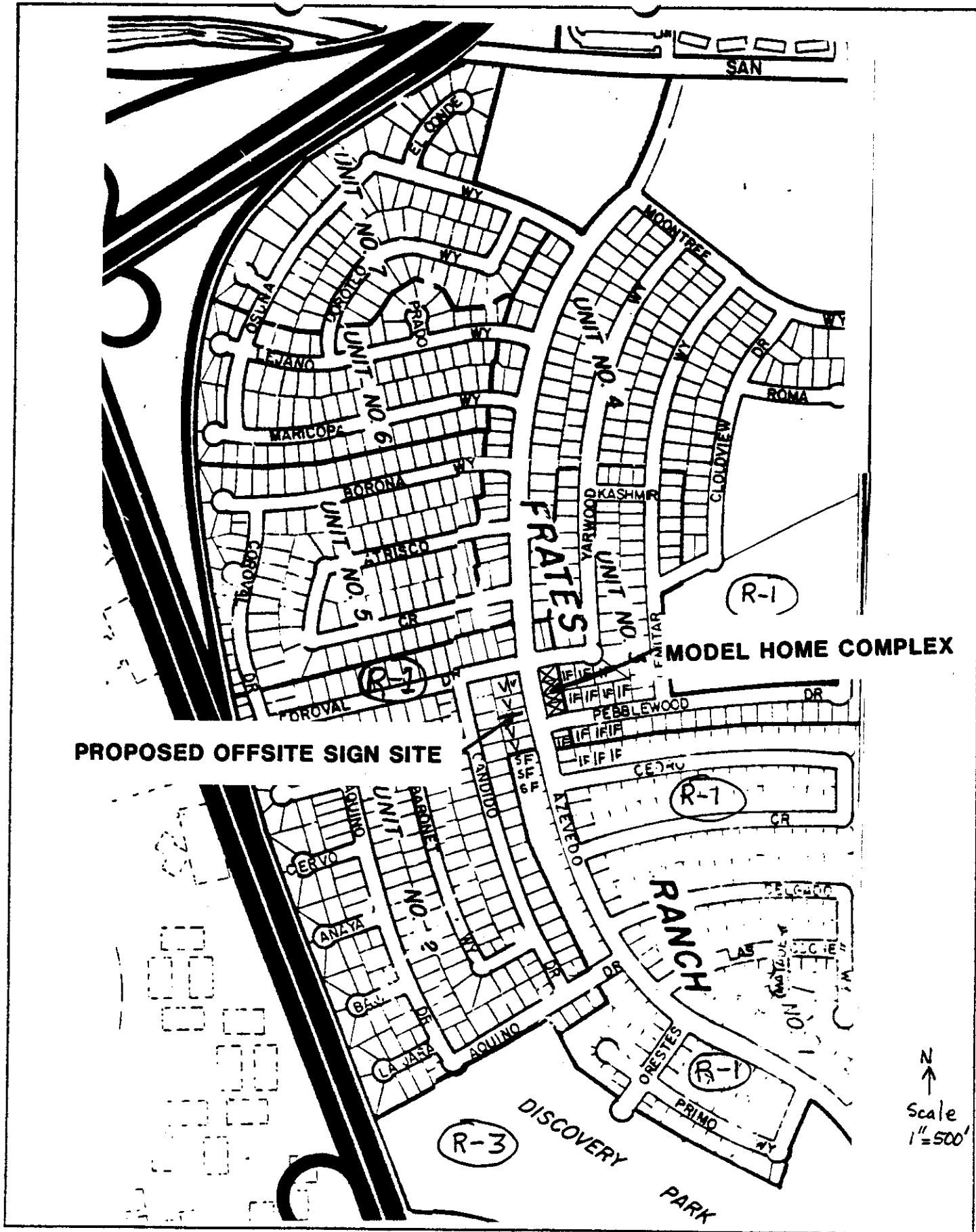
ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA, Section 15303(3)).

STAFF RECOMMENDATION: Staff recommends the Commission deny the special permit based upon the following findings of fact:

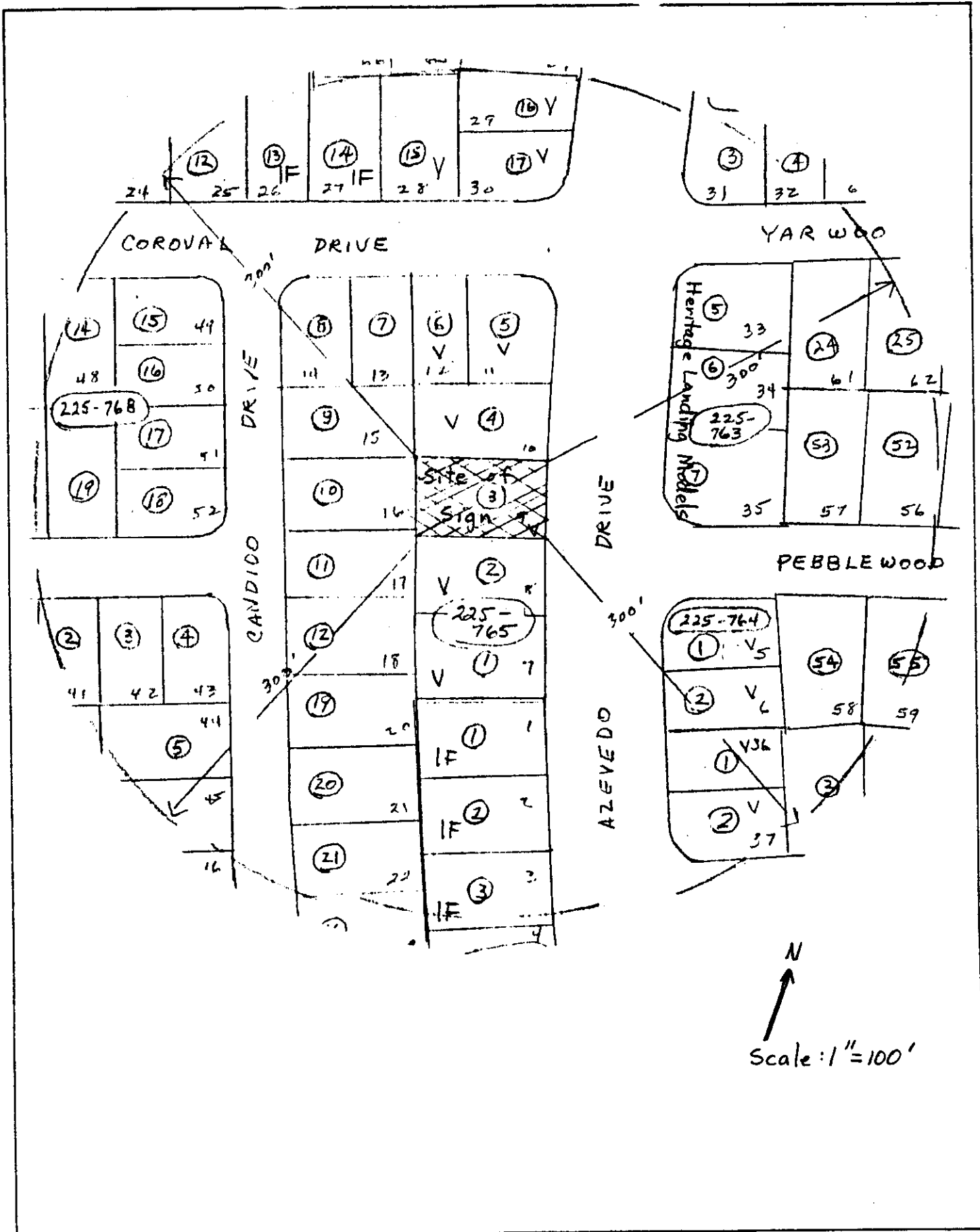
Findings of Fact

- 1. The proposal is not based upon sound principles of land use in that:
 - a. the sign, although temporary, would add to the existing number of off-site subdivision signs which detract from the residential character of the community;
 - b. Heritage Landing is located on Azevedo Drive, a major street which is heavily traveled. Existing off-site and on-site directional signs are adequate to direct prospective home buyers to the model home complex.

- c. The present signage on the model home complex is adequate to identify the presence of the model homes without one additional sign west of the model home complex.
- d. The sign is not compatible with the residential character of the neighborhood due to the number of existing approved off-site subdivision marketing and directional signs in the South Natomas Community.



VICINITY - LAND USE - ZONING



VICINITY MAP

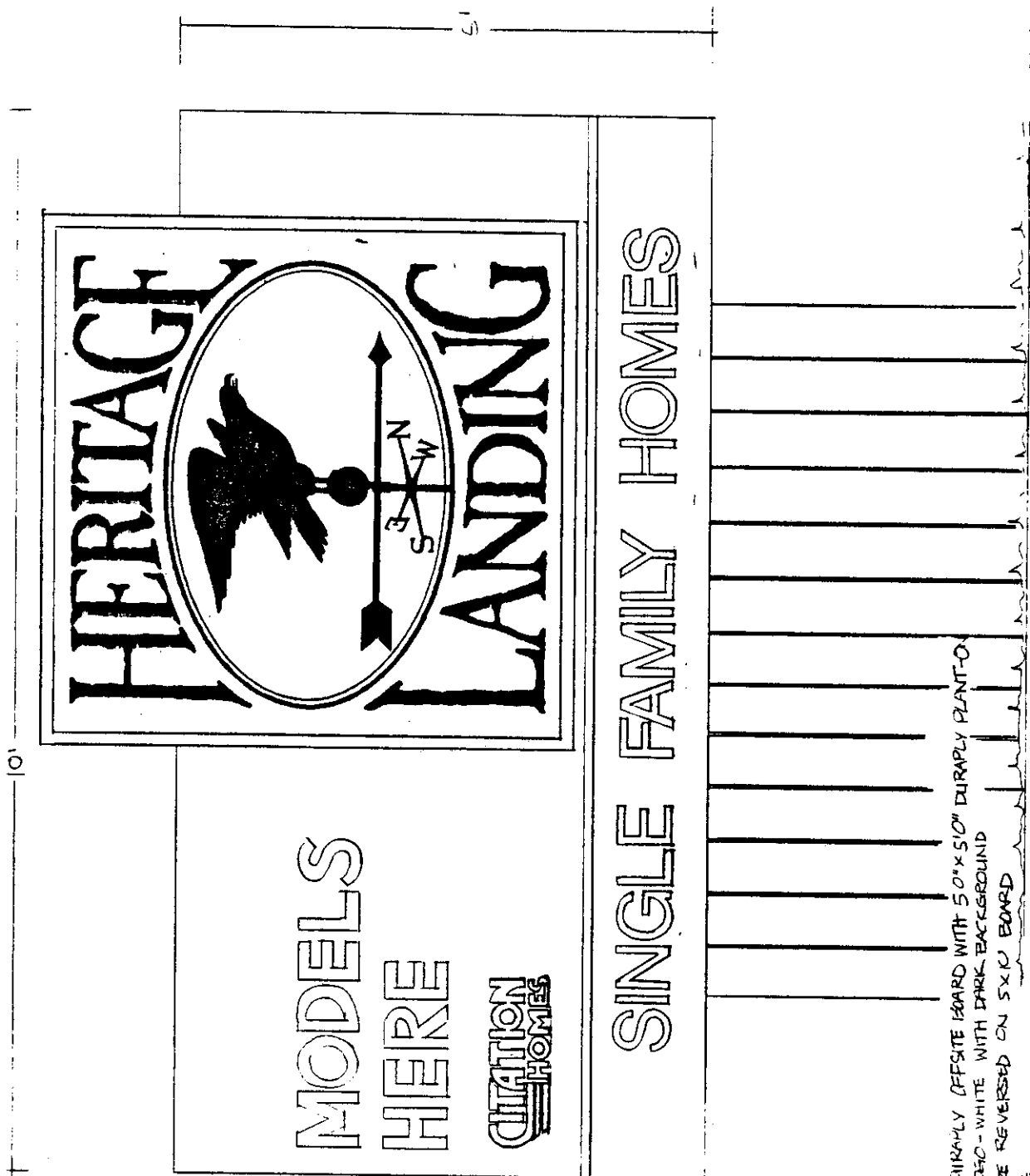


EXHIBIT A

3'-0" x 10'-0" DURAPLY OFFSITE BOARD WITH 50" x 510" DURAPLY PLANT-O-
 LEX COPY FLOOR - WHITE WITH DARK BACKGROUND
 FLOORS ARE REVERSED ON 5' x 10' BOARD
 3' x 6' 6" BASE

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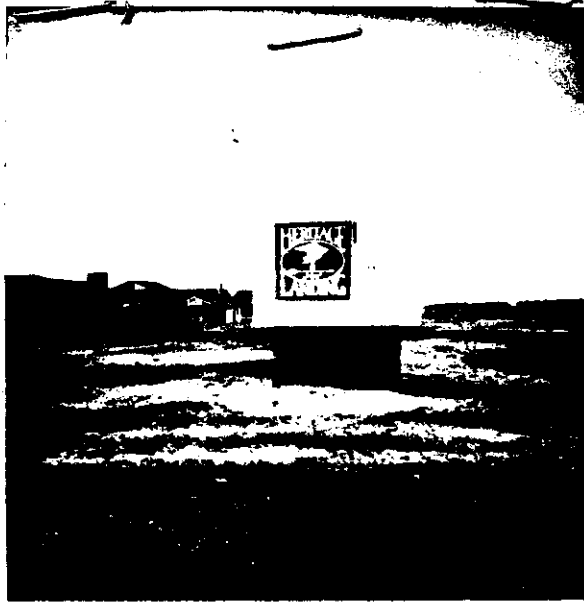
2407 Manning Street
 Sacramento, CA 95815
 Sacto. (916) 924-15
 Fresno (209) 299-2320

Ellis Ellis
 SIGNS - DISPLAYS

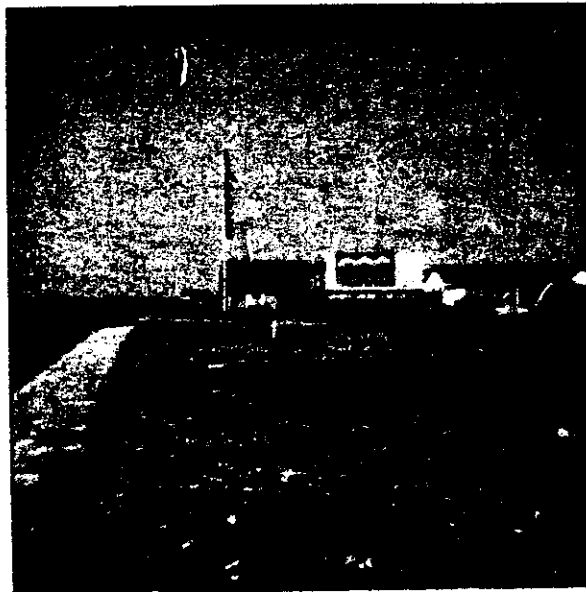
PROJECT HERITAGE LANDING - OFFSITE SIGN SCALE 1/2" = 1'0" SHEET NO. DRAWN BY SR ALL RIGHTS RESERVED
 NO. REV.

29396

EXHIBIT B



EXISTING OFFSITE MARKETING SIGN



HERITAGE LANDING MODEL HOME COMPLEX